

# ABSTRACT

W-type ferrite has improved magnetic properties, in particular, coercive force. A high coercive force ( $H_cJ$ ) and a high residual magnetic flux density ( $B_r$ ) can be simultaneously attained by a ferrite magnetic material comprising an oxide having a composition wherein metal elements Sr, Ba and Fe in total have a composition ratio represented by the formula  $Sr_{(1-x)}Ba_xFe^{2+}_aFe^{3+}_b$  in which  $0.03 \leq x \leq 0.80$ ,  $1.1 \leq a \leq 2.4$ , and  $12.3 \leq b \leq 16.1$ . The ferrite magnetic material can form any of a ferrite sintered magnet, a ferrite magnet powder, a bonded magnet as a ferrite magnet powder dispersed in a resin, and a magnetic recording medium as a film-type magnetic phase. As for the ferrite sintered magnet, there can be attained a fine sintered structure that has a mean grain size of  $0.6 \mu m$  or less.